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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Applicant : Thomas J. Perkowski
Serial No. : 10/040,176
Filed : October 25, 2001
Title of Invention : METHOD OF AND SYSTEM FOR CREATING AND
MANAGING UPN/TM/PD/URL DATA LINKS RELATING TO
THE CONSUMER PRODUCTS OF A CENTRAL RELATION
DATABASE MANGEMENT SYSTEM (RDBMS) SO THAT
CONSUMERS CAN ACCESS AND USE SAID
UPN/TM/PD/URL DATA LINKS...
Examiner : John Hayes
Group Art Unit : 2161
Attorney Docket : 100-010USANA0

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GROUP 3600

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION MAILED JANUARY 14, 2004

Sir:

In response to the Office Action mailed January 14, 2004, Applicants hereby submit the following amendments to the same:

AMENDMENT OF THE CLAIMS

Please cancel Claims 1-41 without prejudice or disclaimer and add rewritten Claims 42-55 as follows:

Claims 1-41 (canceled)

Claim 42 (new): A method of delivering manufacturer-specified consumer product information to consumers in the marketplace, said method comprising the steps of:

(a) for a plurality of UPN-labeled consumer products offered for sale within the marketplace, having the manufacturer of said plurality of UPN-labeled consumer products or an agent thereof, access a relational database and store therein, information elements representative of

(1) a plurality of universal product numbers (UPNs) assigned to said plurality of